



Racial Equity Considerations In Safe To Sleep Messaging: Learning From The Community

Stiffler, D., Crane, L., Matemachani, S. M.



INTRODUCTION

In Indiana, twice as many Black infants as White infants die in their first year of life. Infants in unsafe sleep positions are more likely to die from Sudden Unexpected Infant Death (SUID). Safe to Sleep® education has led to a dramatic decrease in mortality among White infants, but over 60% of Black families do not follow Safe to Sleep® guidelines. What is the best way to share this message with Black families?

PURPOSE

1. Identify why Black mothers (mothers) are less likely than White mothers to follow the Safe to Sleep® parameters
2. Identify a way to frame the Safe to Sleep® message so that Black mothers would be more likely to follow the parameters

SAFE SLEEP

What does safe sleep look like?



Firm mattress with a fitted sheet	Baby sleeps alone on their back	Baby sleeps in a one-piece sleeper	Bare sleep area: NO pillows, blankets, bumper pads, or toys
-----------------------------------	---------------------------------	------------------------------------	---



SCHOOL OF NURSING

INDIANA UNIVERSITY
Indianapolis

METHODS

Data Collection:

We used focus groups for data collection for this study:

- Black mothers with infants older than 6 months
- We had two focus groups for a total of 15 mothers

Analysis of Data-Grounded Theory:

- Constant comparison was used to analyze the transcripts of the focus groups
- Quotations were coded. Codes were grouped into concepts
- Similar concepts were grouped into categories from which the theory or core concept was developed

CONCEPTS/CATEGORIES/THEORY

It's just easier

- Sleeping with baby from early on
- Comfort after cesarean section
- Anxiety related to child safety
- I am too tired to fight it
- The baby chooses where to sleep
- Telling providers what they want to hear

Can't fight culture and Grandma

- Grandmother's Role
- Culture
- Educating other Family Caregivers

Effectively Teaching Mother

- Mother's perceptions of safe sleep
- Mother's educational deficits
- Influencing mother regarding baby's sleep
- Opinions on learning methods
- How should mothers receive the message

Core Theory: It is not just about education. Encouraging Safe to Sleep® among African Americans is multifaceted. It is more than a "one and done" session. The Safe to Sleep® message needs to be discussed at every visit, including prenatal visits, with every family member, providing anticipatory guidance about overcoming challenges.

QUOTES

It's Just Easier

- "Because of my cesarean section, I couldn't put her in the crib, so it [sleeping in the bed] started with convenience. After that, she was used to it. She wants to nurse all the time at night."
- "You don't get any sleep, when you put your baby on it's back, I have to stay up with the baby, she's crying, I'm crying. Where do you draw the line?"

Can't Fight Culture and Grandma

- "My culture has the baby sleep with us, my mom helped me a lot with my first daughter, my mom insists that the baby should be put on her tummy."
- "What my mom did, my mamma said, and her mamma said, etc., etc. You need to be talking to the mammas! There are generational differences."

Effectively Teaching Mother

- "There cannot be one 'blanket class' because of culture. Have young black people in the message. Throughout the first year of the baby's life you should have them keep getting the message—not just in the hospital."
- "People are more comfortable with their own telling what happened to them."

DISCUSSION

- African American mothers say they are generally aware of the Safe to Sleep® guidelines, even though the majority do not follow them. The reasons they give for not following are that they are not comfortable doing so, they feel they are unable to do so, or they find it unnecessary.
- Many of the mothers at least tried to follow the Safe to Sleep® guidelines, and expressed concern that baby could suffocate or die from SIDS.
- Despite awareness and concerns, the added stress of baby crying makes Safe to Sleep® guidelines difficult to follow.
- Many mothers do not tell their care providers that they do not follow Safe to Sleep®, either because they feel guilty or are afraid they will be reported to Child Protective Services.

CLINICAL IMPLICATIONS

- The "ABC's" of Safe to Sleep® have been designed to send a simple, clear message, but it is still complex and challenging to follow.
- The "ABC's" are such a rigid and strict guideline that women would rather give false information to their care providers than admit they are having difficulty following the guidelines.
- Providers can use anticipatory guidance to: a) help mothers prepare for the challenge of baby adapting to Safe to Sleep®, b) offer encouragement, and c) create opportunities for open dialogue about challenges the mother may be facing.

Further consideration: work with providers on effectively helping mothers follow Safe to Sleep®

ACKNOWLEDGEMENT

"This project was supported by the Indiana Clinical and Translational Sciences Institute, funded in part by grant # TR001107 from the National Institutes of Health, National Center for Advancing Translational Sciences."